

Date: August 9, 2006 Planning Commission Meeting

Item No. 1.

## MILPITAS PLANNING COMMISSION AGENDA REPORT

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Category: Presentation

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**TITLE:** Citywide Banner Update and Economic Development Program Update

**Proposal:** Planning Commission review of the citywide banner program and economic development program activities.

**Location:** N/A

**APN:** N/A

**RECOMMENDATION:** Note Receipt and File

**Applicant:** N/A

**Property Owner:** N/A

**Previous Action(s):** N/A

**General Plan Designation:** N/A

**Present Zoning:** N/A

**Existing Land Use:** N/A

**Agenda Sent To:** N/A

**Attachments:** Economic Development Commission 06-07 Work Program, Citywide Banner Program

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### BACKGROUND

The City Council approved the 2006-07 Economic Development Commission's Work Program at the June 20<sup>th</sup> meeting. As part of the work program, the Commission created 4 subcommittees based on the objectives of the Economic Strategic Action Plan. These subcommittees: Image, Business Development, Workforce Development and Retail have several items of probable interest to the Planning Commission, including neighborhood commercial revitalization, zoning code review, the Midtown Precise Plan, placing minor gateway signs and creating a "Brand" for Milpitas. The approved work program is attached.

In addition to these items, staff has been working on a series of banners for installation at Milpitas entry points. The City Commission approved the program on June 20<sup>th</sup> and efforts are underway to fabricate and install the banners in early 2007. The banner designs and locations presented to the City Council are attached.

In addition to these two programs, there is considerable activity occurring with the Redevelopment Program. The City Council, acting as the Redevelopment Agency, recently approved a Preliminary Report for Amendments to merge the two redevelopment project areas: Project Area No. 1 and the Great Mall. The purpose of the merger is to stimulate economic vitality through the use of highway signs for the businesses within both the project areas. This will require not only the merger of the two project areas, but also the creation of a sign improvement business district for the maintenance of the signs. The Planning Commission will review the proposed merger amendments at its September 13<sup>th</sup> meeting, but staff will provide an overview of this and other redevelopment activities.

## **RECOMMENDATION**

Note Receipt and File

## **Economic Development Commission**

### **FY 2006-07 Work Plan**

The purpose of the Economic Development Commission is to advise the City Council on business issues and to design, develop, and implement a comprehensive economic development program for the City of Milpitas.

The Commission identified the subcommittees listed below to address the implementation of the Strategic Action Plan. The Subcommittees will meet separately and report back to the Commission on high priority issues, making recommendations on how to proceed with those issues. Each Subcommittee will consider, as part of each work item, measurements to gauge effectiveness and will identify baseline data for the measurements.

**IMAGE SUBCOMMITTEE** (Commissioners Tomo T. Nguyen, Ray Maglalang, Zeya Mohsin, and Chair Dhaval Brahmhatt)

Purpose: Improve Milpitas' Image

- a. Determine location for second local identifying sign including redesign.
- b. Review Economic Development Website proposal.
- c. Support Wireless Milpitas program.
- d. Improve public awareness of benefits to economic development.
- e. Use a Stakeholder Committee to create a marketing program, utilizing among other inputs, the existing economic Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis.

**RETAIL SUBCOMMITTEE** (Commissioners Charlene Tsao and Don Peoples)

Purpose: Improve Retail Spending Opportunities

- a. Support Midtown Precise Plan. (Susan Lewis)
- b. Meet with Chamber to discuss programs and activities to promote Milpitas shopping through a Shop Local program
- c. Meet with Downtown Milpitas Association (DMA) Board regarding DMA strategies. Identify opportunities to promote Milpitas. Midtown, Transit Study Area (TSA) and industrial and commercial land use changes; hillside opportunities.
- d. Review and advise on TSA Market Analysis and Preferred Alternative Plan.
- e. Make recommendations for better destination signage throughout the core of the City.
- f. Support Planning in developing a master lease approach with Great Mall to facilitate new leases and use changes.
- g. Initiate annual Great Mall overview with EDC.

- h. Support district master plans for designated neighborhood and commercial areas to guide their future development.
- i. Work with neighborhood and commercial district property owners to identify and encourage reinvestment opportunities and to develop strategies for repositioning or redeveloping poorly performing neighborhood and commercial uses, for example retail areas at Park Victoria Drive and Calaveras Boulevard and at the Fremont/Milpitas boundary on Milpitas Boulevard.
- j. Evaluate zoning policies that may deter executive housing development.
- k. Initiate a comprehensive analysis of City land use policies to ensure regulatory policies respond to changing market forces and that development maintains balance and character appropriate for Milpitas.

**BUSINESS DEVELOPMENT SUBCOMMITTEE** (Commissioners Minh Nguyen, Vince Songcayawon, Peoples and Vice Chair Frank De Smidt)

Purpose: Retain and Support Existing and New Businesses and Diversify Milpitas' Economic Base

- a. Design and update an informational package for distribution to small businesses at City Hall such as a business base data, related news articles, and available space for lease in Milpitas. (Susan Lewis)
- b. Determine applicability of Historically Underutilized Business (HUB) and Enterprise Zones for Milpitas.
- c. Evaluate existing programs in other cities and determine applicability to Milpitas.
- d. Make recommendations for business incentives to City Council with funding suggestions.
- e. Investigate local permit requirements to determine if fees for photovoltaic panels in existing non-residential buildings are competitive to encourage installation.
- f. Develop business outreach targets and create outreach program.
- g. Review Industry Land Inventory and Analysis.
- h. Participate in Chamber mixers, monthly breakfasts, and annual events that may honor businesses for their contribution to the community.
- i. Establish a stronger working relationship with commercial brokers in Milpitas to identify collaborative business attraction opportunities.
- j. Review Roadmap for Service Improvements recommendations. Consult with Chamber of Commerce for business feedback.
- k. Measure permit efficiencies and costs as it relates to other cities.
- l. Meet with commercial brokers and development community to expand awareness of Milpitas opportunities.
- m. Publicize the TSA and Midtown Specific Plans.
- n. Plan business development tour.
- o. Track business condominium conversions to evaluate impact on creating Class A professional office space.

- p. Support Midtown Specific Plan efforts to strengthen downtown to attract more professional office tenants.
- q. Evaluate existing zoning ordinance to identify policies that conflict with maintaining a healthy business community such as parking standards.
- r. Develop Cost Benefit analysis for Business Incubator.

## **WORKFORCE SUBCOMMITTEE (Brahmbhatt and Songcayawon)**

### Purpose: Improve Employability of Local Residents:

- a. Work with NOVA and state to determine training and employment financial assistance that may be available to local businesses.
- b. Publicize information on financial assistance programs for training and employment to local businesses.
- c. Organize 2<sup>nd</sup> "Doing Business in Milpitas" Workshop for September 2006. (Susan Lewis)
- d. Investigate opportunities with the Entrepreneur Center for continued Milpitas outreach sessions.
- e. Meet with MUSD officials on ways business could better serve to enhance academic status. Collaborate with local community colleges.
- f. Work with Chamber and Milpitas Rotary to see if Business Experience Day could be expanded. Contact Junior Achievement to see if their program can be of use in this area.
- g. Support "Doing Business with Milpitas" seminar in June 2006.

## **Economic Development Commission: Committee of the Whole Work Plan**

1. Propose to the City Council projects, programs, activities or policies that will enhance the economic vitality of the City of Milpitas.
2. Work to Balance Housing Supply with Demand for Housing by Local Workers.
3. Submit to the City Council an annual Assessment of the Economic Strategic Action Plan.
4. Submit to the City Council an Annual Work Plan.



# Proposed Banner Locations June 20, 2006





